

Cowlitz County
Quit Line Data Summary
January 1 - March 31, 2003

	County	State
Number of Calls to Quit Line	N = 91	N = 4,042
Percent of Statewide Calls	2.7%	100.0%
Percent of State Population in County¹	1.6%	100.0%

	County %	State %
Gender	N = 90	N = 3,581
Female	63.3%	62.2%
Male	36.7%	37.8%
Race/Ethnicity	N = 82	N = 3,087
People of Color	8.5%	12.9%
White	91.5%	87.1%
Age	N = 89	N = 3,298
Less than 18 years old	1.1%	1.8%
18 - 24 years old	15.7%	14.6%
25 - 34 years old	20.2%	23.1%
35 - 44 years old	24.7%	27.0%
45 years and older	38.2%	33.5%
Education	N = 84	N = 3,197
Did not graduate high school	21.4%	19.2%
High school graduate	34.5%	32.7%
Some college/vocational school	34.5%	36.6%
College graduate	9.5%	11.4%
Caller Type	N = 90	N = 3,656
General Information	1.1%	9.4%
Health care provider	1.1%	3.2%
Tobacco user	97.8%	87.4%
Payer Type	N = 76	N = 2,529
Insured	32.9%	36.7%
Uninsured	19.7%	29.6%
Medicaid	47.4%	33.7%
Heard About	N = 85	N = 3,148
Past caller	10.6%	9.1%
Employer/worksites	0.0%	0.7%
Health care provider	23.5%	24.8%
Television	20.0%	18.3%
Outdoor advertisement (billboard/bus/wall)	0.0%	4.9%
Targeted mailing	0.0%	0.2%
Great Start	0.0%	0.1%
Radio	0.0%	1.9%
Newspaper/Magazine	0.0%	2.5%
Brochure/Newsletter	5.9%	8.2%
Family or friend	35.3%	24.2%
Health Department	3.5%	4.5%
School	1.2%	0.7%

Source: Washington State Department of Health
Tobacco Prevention and Control
Assessment and Evaluation

¹ "Census 2000", August 2001 (OFM)

* Rate not calculated because number of calls was less than 5.